1994 MARLBORO HISPANIC MARKETING PLAN

In 1994, Community Event Marketing will continue to focus on events in key Hispanic markets where we can capitalize on high attendance levels. The schedule mix of events will be a combination of grassroot and regional level opportunities which comply with our brands smoker profiles.

Our objective is to continue to build brand equity over an extended period of time by becoming a fabric of the Hispanic community (see calendar attached).

Collectively between Marlboro Music and venue sponsorship opportunities, Community Event Marketing's goals is to generate 175,000 names for our data base and more than 3.5 million units.

Listed below are the remaining Marlboro Music/venue sponsorship which are presently budgeted for 1994:

-

Markets	Events	Dates	Audience/Attendance
Chicago, IL	Marlboro Music Canonaso Primaveral Concert	5/21	Mexican/20,000

This event offers the opportunity to leverage a retail component which will deliver value to Hispanic smokers. Sponsorship has provisions for a $10.00 ticket discount offer. Marlboro is providing talent and production.

Budget $150,000

-

Markets	Events	Dates	Audience/Attendance
El Paso, TX	Marlboro Music Military Concert	8/12	General Market and Mexican/15,000

The Morale, Welfare and Recreation Department (MWR) at Fort Bliss has given Marlboro Music an opportunity to go beyond our traditional stage signage placement. Marlboro will be granted the executive right to conduct name generation and on-site pack sales activities. Marlboro Music provides talent and production.

Budget $110,000

-

Markets	Events	Dates	Audience/Attendance
Los Angeles, CA	Marlboro Music LA County State Fair Concert	9/10	General Market and Mexican/15,000

Marlboro will conduct on-site name generation and on-site pack sales for a period of 24 days. In 1992, the LA County Fair estimated an attendance of 3.2 million people. In order to pull out of the clutter of other major sponsors, Marlboro Music will present a concert as the official kick-off to the fair. Marlboro is providing talent only.

Budget $75,000

2042389626

Source: https://www.industrydocuments.ucsf.edu/docs/zhvy0004

Markets	Events	Dates	Audience/Attendance
New York, NY	Marlboro Music Perfect Combination Concert	10/22	Puerto Rican, South and Central American/19,000

This event offers the opportunity to leverage a retail component which will deliver value to Hispanic smokers. Sponsorship has provisions for a $10.00 ticket discount offer. Marlboro is providing talent and production.

Budget $150,000

Markets	Events	Dates	Audience/Attendance
San Antonio, TX	Marlboro Music El Baile Concert	12/3	Mexican/50,000

This event offers the opportunity to leverage a retail pack promotion. Marlboro is providing talent and production. **Budget $150,000**

OVERALL COMMUNITY EVENT MARKETING HISPANIC 1994 BUDGET

Talent, Production, Production Fee, Promoter, Sponsorships	$1,124,700
Hispanic Advertising	235,000
Consumer Incentives, Store Sales Incentives	584,800
TOTAL:	**$1,944,500**

2042389627

Source: https://www.industrydocuments.ucsf.edu/docs/zhvy0004